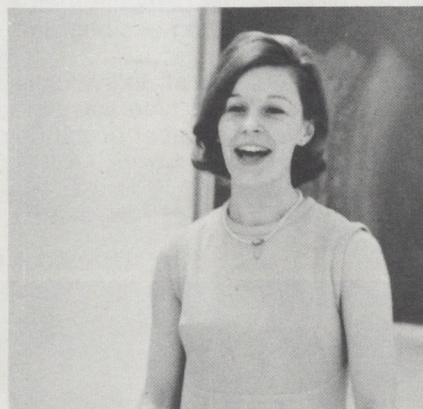
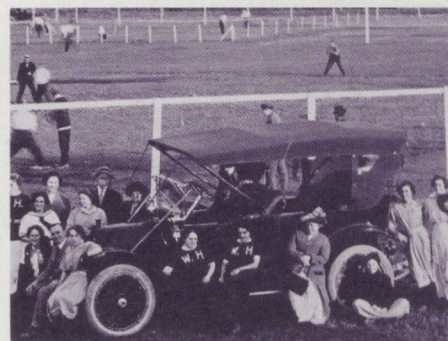
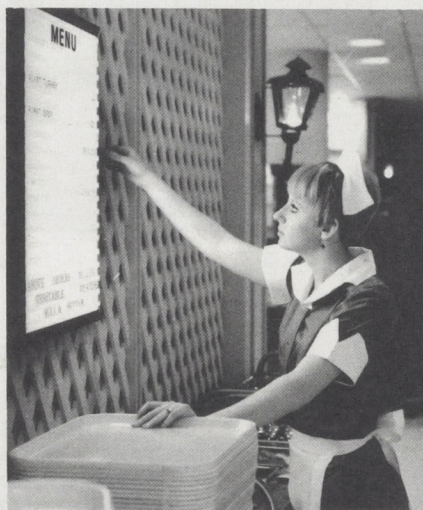


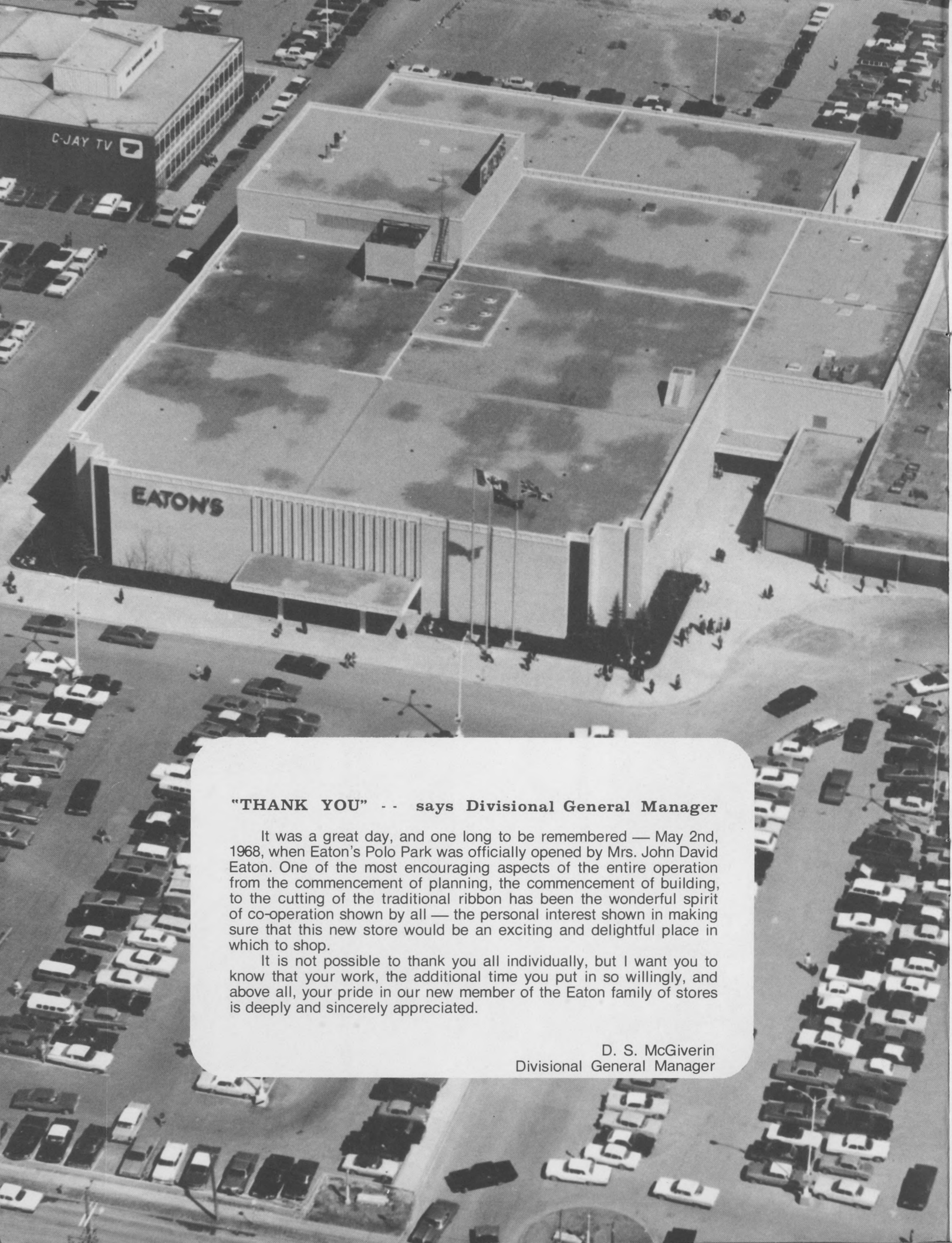
# CONTACTS

SUMMER/68



**Polo Park  
is  
People**





**"THANK YOU" -- says Divisional General Manager**

It was a great day, and one long to be remembered — May 2nd, 1968, when Eaton's Polo Park was officially opened by Mrs. John David Eaton. One of the most encouraging aspects of the entire operation from the commencement of planning, the commencement of building, to the cutting of the traditional ribbon has been the wonderful spirit of co-operation shown by all — the personal interest shown in making sure that this new store would be an exciting and delightful place in which to shop.

It is not possible to thank you all individually, but I want you to know that your work, the additional time you put in so willingly, and above all, your pride in our new member of the Eaton family of stores is deeply and sincerely appreciated.

D. S. McGiverin  
Divisional General Manager

# POLO PARK is people

the most important ones

Everything in Eaton's great new store in the Winnipeg Polo Park shopping centre is designed for the comfort and convenience of customers. This is a store that brings today's customers many of the merchandise concepts of tomorrow. Wide aisles . . . high ceilings . . . glass-walled escalators . . . soft, diffused lights, colours keyed to the mood of the merchandise. Little details have been added too. There are water fountains for youngsters and handy gadgets in the post office to lick stamps. And a staff of 500 — including 100 students — assure customers of courteous and efficient service.

When you have millions of customers as we do . . . each with their own idea of what they want from us and what we should provide for them . . . you find you had better not take too much for granted. To Eaton's a customer is always an individual and never a statistic.







What is a customer? ". . . every human creature is constituted to be that profound secret and mystery to every other," wrote Charles Dickens. On the surface customers may appear to be anything but a "profound secret and mystery." But beneath the surface, what do you find? Well, a customer frequently is reasonable but sometimes demanding.

A customer rightfully expects top-flight service, and sometimes when it isn't, might unleash annoyance. ("I've had it! I want to talk to the manager.")

But a customer also appreciates excellent service and may

take time to say thanks ("... just a word of praise for one of your young ladies in the sportswear department who thought enough of her job and me, a person unknown to her, to dig a little deeper and come up with just the item I wanted.")

A customer is a mirror of ourselves. And perhaps that's why it takes human understanding and flexibility to look at service through his or her eyes as well as our own.

Housewife, engineer, secretary, farmer, stockbroker — customers come in many forms. Above all, they're the most important people in our business.





## What is Going on Here?

The new Polo Park store has been called Canada's most beautiful store; in a Winnipeg Tribune article the suburban outlet was described as the store of tomorrow. The store's design, according to another report, was something entirely new: not the old idea of making everything convenient and efficient for the store's operation — but the concept of making it attractive, convenient, and enjoyable for the customer. The Tribune also stated that Eaton's serves the people of Canada better than ever before, yet the principles laid down by Timothy Eaton still hold firm.

All of which is true. "Goods satisfactory or money refunded" is the Company's foremost business principle.

What's it like at the new store on a daily basis? Within the restrictive limitations of a few pages, we have tried to find out. It begins every Monday morning as Eatonians converge on the Polo Park store, at the north end of the shopping centre. They come from homes in districts in and around Metro Winnipeg, to take up the important business of serving the people of the Keystone city. They lose precious little time getting right to the matter at hand — preparing the store for the 9:30 a.m. opening. So whatever the job — ordering new stock, cleaning the counters, welcoming customers, ringing up a cash register, adding up accounts — it gets special attention.

It all begins again every Monday morning — but it never really ends.





# What is Going on Here?



*Skillful hands of chefs Alois Boerman and Jim Howg prepare meals for thousands of customers. At right is Restaurant Supervisor Mary Henry.*

Nearly 3,000 meals originate each day from the suburban store's spanking clean kitchen on the upper level, which serves both the 196-seat Garden Court Restaurant and the adjoining staff cafeteria.

Head of the kitchen's operation is Mary Henry, the first staff member to receive a quarter century award since Polo Park's inception.

Well before store opening, at 7:00 a.m., staff are already hard at work preparing meals for the day.

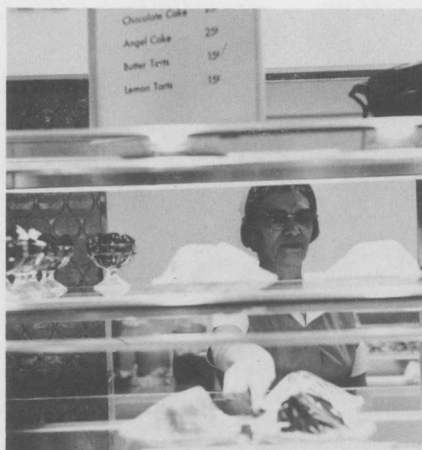
A visit to the Garden Court Restaurant is enhanced by the stunning view of the Polo Park Mall; viewed through sliding glass walls.



*Ready to serve customers are Sophie Jackson, left, Mary Desilets, Eva Porter and Nettie Horbatiuk.*



*Hilda Marwtzki, left, and Caroline Chaykowski deftly prepare a wide range of sandwiches.*



*Before the customers arrive, Nellie Mason places succulent desserts on glass shelves.*



*Specials-of-the-day are advertised on a menu at the entrance of the elegant restaurant. Leslie Adey makes the necessary changes.*





*In the Polo Park Personnel Office, applicants Cheryl Keough and Dave Neyedly fill out employment forms. At right is receptionist Eve Wood.*



*Personnel Supervisor Rose Collins interviews Colleen Savage, who recently joined the Polo Park sales staff.*



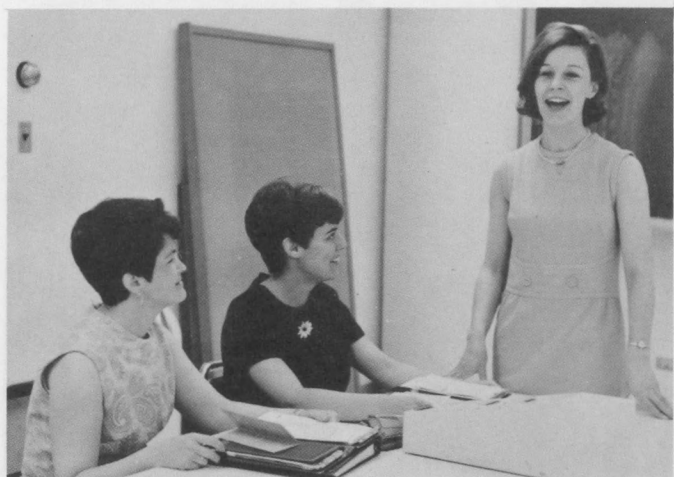
*Loverna Goldhawk balances accounts in the new outlet's lower level accounts office.*



*Control Supervisor Bill Careless outlines a new procedure to his staff: Dawn McBay, second from left; Loy Matheson; Eileen Paddock; Gay Pawson and Bunny Levine.*



*General Office staff are grouped around the desk of the store manager's secretary. Standing, from left to right are: Rose Dyer, Pat Tyers, Jean Moxon and Joanne Hardman. Seated is Heather Parker.*



*Trainer Janet Hanson familiarizes new staff with the new NCR No. 53 cash register. Mrs. Hanson also doubles as the store nurse. At left are Nancy King and Colleen Carpenter.*



## What is Going on Here?



Foreman Russ Fogg, left, Polo Park Merchandise Processing Supervisor Roy Robinson and Jim Joss, receiver, are part of the shipping team. During peak period before store opening the group handled 30 tons of merchandise a day.



Engineer Bernard Boden positions a tile in the lower level ceiling.



Nimble fingers and quick minds keep the telephones ringing at the Polo Park telephone switchboard. From left to right are: Donna Martin; Judy Thomson; Jerry Henrikson; and Supervisor Fran Davis.

The activities of the operating and maintenance departments don't make headlines, but they're vital to the well being of the store. During the three week period before Polo Park opened, the shipping team handled 16 tons of glass, and an average of 30 tons of merchandise and fixtures a day.



A Shopping Centre maintenance man strains to position a fluorescent light cover in the Mall's 22-foot high ceiling.



Security Supervisor Tom Beggs makes a spot check near the west entrance. Before joining Eaton's, Mr. Beggs was a member of the Winnipeg Police Force.



Interior design and decor of the Company's first suburban outlet were designed expressly for Eaton's by Daniel Schwartzman, the distinguished New York retail store planner. The actual displays were created by Eaton's Winnipeg Display department. At Polo Park, Mildred Hamilton heads a team of display men who add the finishing touches that keep the store looking fresh and exciting.



*Display Supervisor Mildred Hamilton expertly arranges a display of bathroom accessories.*



*Among the downtown store personnel who assisted in creating Polo Park's dazzling displays were: Vic Savage; Tom Laidlaw, kneeling; and Lorne Cameron.*



*Les Sneesby fills golf clubs into bags for a display of golf gear in the Sporting Good department.*



*Ken MacKenzie positions a bow in the archery section, Mall Level.*

# What is Going on Here?



2



1



3

1. Manageress Joan Russell, left, Jackie Walker, Maison Antoine Beauty Salon, Upper Level.
2. Esther Mason, Post Office.
3. At the Attractions Ticket Office, Claire Nixon, Supervisor, shows Jan Tucker where she'll be sitting at an upcoming concert.
4. Dawne Comstock outlines the pleasures of a Jamaican holiday at the Where-to-Go Travel Office.
5. Stella Hull, Catalogue Sales, assists a customer find a Catalogue item.



4



5





*During a creative meeting, Jack Stratford, Divisional Advertising Manager, centre, talks to his advertising team about the outstanding Polo Park ad campaign.*

# It Takes a lot of People

... to create a great ad campaign

The ancients practised advertising; the English started the trend; the French gave it a name; the Americans perfected it; and the world sees the results of it daily.

To dramatize the May opening of Canada's most beautiful new suburban store, the Winnipeg Advertising department developed an outstanding advertising campaign. The production of this top-flight promotion took months of planning.

After Jack Stratford, Divisional Advertising Manager, outlined the plans for the campaign, the department developed a theme. Initial idea, submitted to the Polo Park Committee, was a catchy slogan: "It's a great day, it's a glad day". This phrase tied-in with masses of gladiolus — the symbol decorating the store during the opening festivities.

The campaign's biggest punch was a 14-page Eaton supplement in the Winnipeg Free Press and the Winnipeg Tribune. Eaton's own branded lines received the lion's share of the space. Beside the ads, special columns of editorial material described the new store's attractions. The cover proved to be a win-

ner. Photographs of gladiolus, ingeniously combined and repeated in separate colour overlay, added a touch of spring to the great, glad day.

A few weeks before the opening, copywriter Chrys Edge toured the new store to get background for the supplement's editorial copy. She also prepared the news releases, sent to the news media in Winnipeg.

Meanwhile, advertising people had been working on two other publications — a handsome 4-colour booklet on the store, for distribution to account customers, and an information booklet for staff.

The Polo Park Shopping Centre handled all radio, television, and billboard advertising for the opening, while Eaton's aimed its efforts on newspaper advertising and publicity. In the two Winnipeg dailies a series of "teasers" — in the form of page headings — featured pictures of the two stores, accompanied by the slogan: "Now more than ever there's more for you at Eaton's". An imaginative institutional ad entitled "How Big?" captured the mood of Eaton's expansion. It reminded the public that

while Eaton's was bigger than ever, we weren't too big to remember the little things.

Teamwork paid off in the production. One person generated the initial idea. It was then researched, written, pruned, edited, and altered several times before it emerged in its final form. The result: a sincere, worthwhile message that was delivered simply and well.

High on the list of heroes in this super-charged campaign were Roy Sotham's production staff, who put in long hours checking endless details and watching for the ubiquitous "gremlins" that crept into the type and caused mistakes. They won't forget seeing one final set of proofs with the pictures of B. B. Westcott, Store Manager, and A. V. Atwood, Store Operating Manager, under the heading "Eaton's Junior Council and Junior Executive."

The Polo Park opening ad campaign called for experience, ability, and drive — a combination that the 52 members of our Advertising department put to work to create exciting advertisements for a great new store.

# The Decision Makers

**Polo Park  
Store Manager  
Bev. Westcott**



The lower level office area is the region where the Store Manager's office and the other business offices are located. Here, every Thursday afternoon, the Sales Managers assemble to brief each other on developments in their areas of responsibility.

Every day Mr. Westcott makes a thorough inspection of the store. "It gives me an opportunity to meet people and get to know them," he said.

Mr. Westcott puts emphasis on training and salesmanship. "The success of any store depends on a well trained staff," he said. For Mr. Westcott, the opening of the new store was a wonderful experi-

ence. "It gave us an opportunity to do things with a fresh approach, and gave us a chance to try out a lot of new ideas," the Store Manager said.

Mr. Westcott joined Eaton's in 1947 as a salesman in the Toronto store's furniture department.

He rose through several positions in Toronto, and in 1962 became store manager of the Shoppers' World store. In 1964, he was promoted to Merchandise Manager in Calgary. He came to Winnipeg as Divisional Merchandiser until his appointment to his present position in 1967.

He is interested in music, and is on the Board of Directors of the Winnipeg Symphony Orchestra.





JOHN McDIARMID, Divisional Merchandise Presentation Manager, was responsible for the co-ordination of all components of the Polo Park store.

He was educated at the University of British Columbia, receiving his Bachelor of Commerce in 1960, and the University of Illinois, where he won his Master of Business Administration two years later.

He began his career as a Marketing Research Analyst with Ben W. Crow and Associates Ltd. from 1961 to 1963. From then to 1964 he served as Senior Marketing Analyst with Canadian Pacific Airlines.

During his career with Eaton's, which began in 1964, he has been Market Research Supervisor and Market Research Manager. In 1966, he was appointed Project Manager for Eaton's Polo Park, and in November of last year Divisional Merchandise Presentation Manager.

His sports interests are hunting and squash.

ALLAN ATWOOD, Polo Park Operating Manager, began his career with Eaton's in Saskatoon, May 4, 1945, as a Receiver in the Fashion Department. In 1947, he was promoted to Assistant Manager



of the Women's Fashion Department. From March to December of 1953 he served as Department Manager, Fashions, Prince Albert, returning to Saskatoon in January of 1954 as Manager of Fashions, Saskatoon. In February of 1966, he was appointed Group Sales Manager of Groups A and B, until his appointment in January, 1968, as Operating Manager of Polo Park Store.

He is a former member of the Saskatoon Board of Trade, and the Saskatoon Downtown Pioneer Committee.



EDWARD ROGERSON, Divisional Plant Manager, was responsible for all technical aspects of the building of Polo Park.

He was educated at the University of Manitoba, receiving his Bachelor of Architecture as a Gold Medallist, in 1932, and his Master of Science in Architecture the following year.

He began his lengthy career with Eaton's while still in high school, spending his weekends and summers in the boys' and men's clothing departments in Winnipeg.

In 1934, he joined the staff of Eaton's construction office, where he has served since, with the exception of the war years.

Among his construction accomplishments with Eaton's have been the reconstruction of the Lethbridge, Alberta store, and construction of stores in Port Arthur, Ontario, Edmonton, Red Deer, Alberta and Prince Albert, Saskatchewan.



*Winnipeg Mayor Stephen Juba and Divisional General Manager D. S. McGiverin took part in a ground breaking ceremony for the new store on February 23, 1967.*

## Welcome to a

Scattered across Canada in more than a thousand communities, an astonishing variety of Eaton buildings dot the nation. From home-size structures costing a few thousand dollars to multi-storied giants costing millions, they extend the full range of size and architectural style, and each plays a role in our business.

Soaring stores in the heart of business districts shape the skyline of cities. Small one-storey Catalogue Order Offices stand proudly in the communities they serve.

The new \$5 million Polo Park store is a fine addition to Eaton's growing number of buildings.

The important factor of styling is an integral part of the planning of a new store. The structure stands as a permanent part of the community, viewed by thousands daily.

Buildings identify our Company. Along with Eaton brand merchandise and the familiar vehicles of the "red, white, and blue" fleet, they are physical objects which the public most often sees and associates with our business. As a result, their appearance shapes in part the public's impression of Eaton's. It must please the eye, fit in with the physical surroundings and enhance the beauty of the community in which it serves. With careful planning, these basic requirements are compatible, and whenever possible, Eaton's fulfills them all, exemplifying its high regard for public approval.

The typical Eaton building doesn't exist. No monolithic shape identifies the whole. In many places, the massive traditional structures so commonly identified with bygone eras, still stand, serving as they have for decades. But newer structures, showing decidedly modern



*Trucks moved over 70,000 tons of earth to make way for the new store's foundations and lower level.*



# new addition

looks, appear more and more on our building horizon.

For the most part, today's buildings display the streamlined and simplified appearance of contemporary architecture. Eaton's brings the convenience of suburban shopping to an expanding and vibrant community. Local contractors, suppliers of building materials, skilled craftsmen and others share in the boosts to the economy.

Polo Park store involved a completely new concept. This store was built almost exclusively for the convenience and comfort of customers — rather than to suit the store's internal operations.

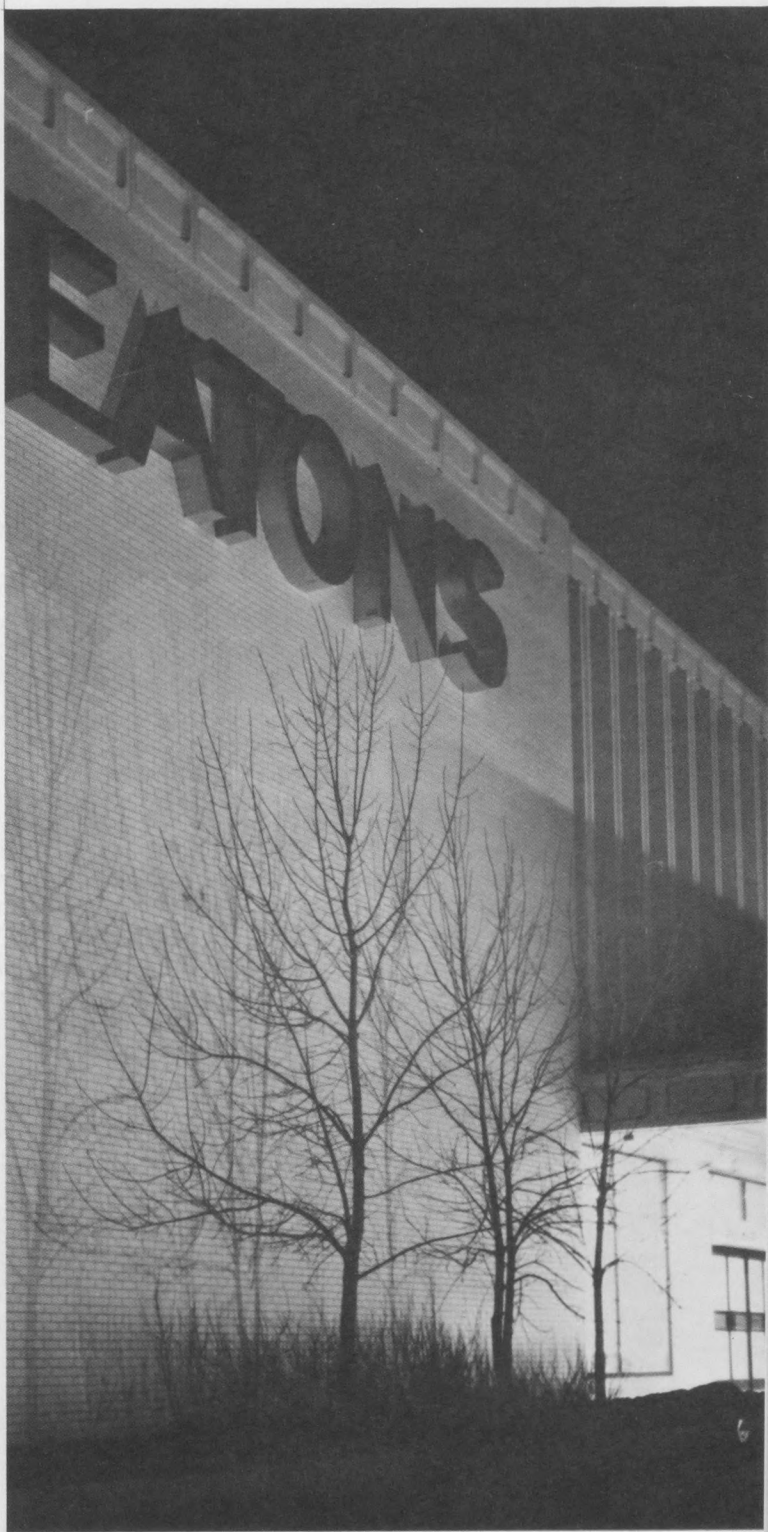
One ever present problem facing architects is designing for expansion. Since Eaton buildings tend to be enlarged, buildings must often be planned for vertical or horizontal expansion. The design must be such that it can be added to and still present an attractive appearance. Eaton's first Winnipeg suburban outlet is designed for the possible addition of another storey.

Special safety features are taken into consideration during the building of Polo Park. The store is protected by a deluge system, a series of water nozzles which are activated by smoke detectors. There are seven fire stairs and standby electrical generator for emergency lighting.

Who profits from the new store? Both the Company and the public do. Since our buildings stand prominently in a thousand places, Eaton's insists on styling which meets the public approval. The clean-cut, streamlined appearance of the Polo Park store shows to some degree the imagination and ingenuity which characterizes a progressive Company such as ours.



*Bird construction crews pour concrete for the store's Mall level floor. The company used some 20,000 tons of concrete to complete the structure.*



*At dusk the new Polo Park store's impressive west entrance glows from spotlights hidden in the shrubbery.*



*Mrs. John David Eaton used a pair of gold scissors to cut the ribbon to open the new Eaton store. Premier Walter Weir, left, and Mayor Stephen Juba assisted her at the ceremony.*

## The Great, Glad Day in May

A snip of a gold pair of scissors and the massive 64-foot glass doors of Eaton's Polo Park store slid open. Flanked by Premier Walter Weir of Manitoba and Winnipeg's Mayor Stephen Juba, Mrs. John David Eaton, wife of the Company's President cut the ribbon that marked the store's official opening on May 2.

Customers streamed into the beautiful Eaton fashion showplace at the North end of the Polo Park shopping centre, opening a new era for Eaton's in Winnipeg: the Company's first venture into the suburbs in Manitoba.

At the Thursday morning opening, Mr. E. Leo Kolber, Managing Director CEMP Investments Limited, and President of the Fairview Corporation, acted as master of ceremonies. He introduced the guests of honour and the first speaker, Premier Walter Weir of Manitoba. The Premier said that

the investment made by Eaton's is an expression of confidence in the province. "I salute Eaton's for their expression of confidence in this new venture," he said.

Mr. Kolber then introduced Winnipeg's Mayor Stephen Juba. He said: "It is a singular honour and a pleasure for me to officiate at the opening of this new building."

Mrs. Juba was an Eaton employee in the DA office said the Mayor. "Since we've been married she has carried most of the burden of my political career," he added.

He praised Eaton's continued confidence in the Keystone City. "We're happy you looked to Winnipeg to expand," he said. The Mayor congratulated the staff and management of the Company and then presented a bronze plaque to Mr. John David Eaton, President, which had the following inscription: "Presented to John David Eaton, President, The T. Eaton Co. Canada,

Limited, on the occasion of the opening of Eaton's Polo Park Store, in recognition of the Company's long history and service in the development of Winnipeg as the major commercial and industrial centre of Western Canada."

General Manager D. S. McGiverin, the third speaker at the opening ceremony, said: "All Eatonians from coast-to-coast can be proud that we've added this store." He stressed the importance of the non-commercial links Eaton's has with the Keystone City. "It seems appropriate that Mrs. John David Eaton is a native of Winnipeg," he added.

"To put a store like this into orbit takes a lot of hard work," said Mr. McGiverin. He continued: "I would like to thank very sincerely on behalf of Eaton's all the people who worked so hard to make it happen."

"It remains now to make this an efficient and friendly store."





*This is part of a crowd of several thousand who watched the opening ceremony in the Polo Park Mall.*

Polo Park, originally conceived as a sports area, is now a thriving centre said Mr. Kolber. In his final address he outlined the growth of the area, from its opening in 1959 to its present status as the largest shopping centre in Western Canada.

On behalf of Charles Bronfman, President of CEMP Limited, the owners of Polo Park, Mr. Kolber welcomed Eaton's to the shopping centre. He then invited Mrs. John David Eaton to join Premier Walter Weir and Mayor Stephen Juba in cutting the tape. A crowd of several thousand surged forward to get a closer look. The ribbon cutting ceremony took place in a roped off section in front of the new store. After the snipped ribbon fell to the floor, the ropes collapsed and the stampede began. The enthusiastic crowd swarmed around the counters and made quick tours of the new store.



*Mr. E. Leo Kolber, Managing Director CEMP Limited, introduces Mrs. John David Eaton at the opening ceremony. Among the other platform guests were: Mr. John David Eaton, President; Mr. D. Kinnear, Eaton Executive Vice-president; Mr. D. S. McGiverin, Divisional General Manager; Premier Walter Weir; Mr. Sidney Spivak, Minister, Department of Industry and Commerce; Mayor Stephen Juba; Mr. J. W. McGurran, Councillor, Metropolitan Corporation; Mr. C. Blankstein, President, Green, Blankstein & Russell; Mr. Maitland D. Steinkopf, Q.C.; Mr. N. R. Wood, Executive Vice-president, Fairview Corporation; and Mr. R. G. Stapley, Vice-president and General Manager, Fairview Shopping Centres Ltd.*



*Winnipeg's Mayor presents Mr. John David Eaton, President, with a bronze plaque.*



*Following the opening ceremony, the President and Mrs. John David Eaton are seen here with Polo Park's Store Manager B. B. Westcott, left, Premier Walter Weir and Mayor Stephen Juba. Also attending the opening were: John Craig Eaton, Assistant to the General Manager, Finance/Administration; and Fredrik S. Eaton, Assistant to the General Manager Marketing.*



*The first people to build at Polo Park were Indians who used the area as a camping ground.*

## ninety-nine years ago

**W**hen Timothy Eaton first opened his store in Toronto in 1869, events in Manitoba were threatening the nation with civil war.

Louis Riel, a young firebrand, claimed on behalf of the Metis part of the money given by the Canadian Government to the Hudson Bay Company in return for the acquisition of the territories of the west. His claim was refused, and he became leader of the Red River Rebellion.

After taking Fort Garry the insurgents established a provincial government there. For nearly eight months Louis Riel ruled the Red River Valley.

Inhabitants of the fledgling community, near the junction of the Red and Assiniboine rivers, chose the old St. James church as a gathering spot for the women and children if the settlement was attacked. Not far from the church was a wide expanse of flat land

which had been used as an Indian camping ground. It became known as Polo Park.

Eaton's first link with the area followed the opening of the Winnipeg store in 1905. For staff recreation, Timothy Eaton's son, Sir John Eaton, rented nearly 16-acres of grounds facing Portage Avenue. It remained a sports area for staff until the construction of the ¾-mile Polo Park race track.

The track was born in 1925, when



*In 1913 a women's baseball team, known as the White Hopes, played on Eaton's Athletic Grounds at Polo*

*Park. The Eaton sports field was located on the present sight of the Winnipeg stadium.*



racings was the smart sport of the roaring 20's. The site the Winnipeg Jockey Club chose was then an empty strip of road linking Winnipeg and St. James. For more than a quarter of century Polo Park was the centre of horse racing in Winnipeg.

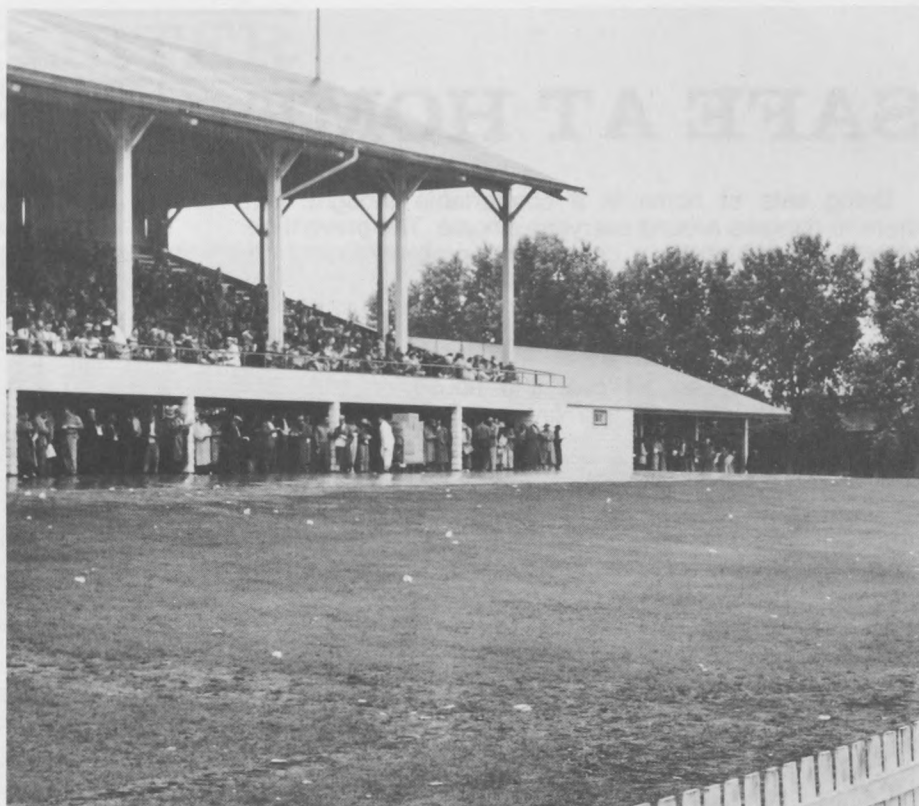
Then, on July 4, 1956, a race track died. Polo Park was destined to become a shopping centre. After the day's last horse had thundered past the post, housewives would trundle their shopping bags over ground where winners once stepped proudly through the cheering throng, garlanded with flowers. Parking lots would replace the stables. Stores would stand where the white rail once ran. Only the ghosts remained and the memories of thousands, who enjoyed the sport of kings.

In 1959 the Polo Park shopping centre opened with one department store and an open, unheated mall. The increasing acceptance of the suburban shopping centre by Winnipeggers coupled with Manitoba's severe climate, convinced Cemp Investments, owners of the centre, of the necessity to enclose the mall. A roof over the mall was constructed in 1963. The latest phase in Polo Park's expansion began one afternoon in February, 1967.

Icy winds whipped across the deserted parking lot and sub-zero temperatures froze the faces of a huddled group, next to an excavation sight. Then, two men driving a bulldozer, Mayor Stephen Juba and Divisional General Manager D. S. McGiverin, officially broke the ground to signal the start of the building of Eaton's new \$5 million Polo Park store.

The construction triggered the relocation of Loblaw's and Dominion supermarkets which were replaced by 14 new stores and services adjacent to Eaton's.

The shopping centre now covers 55 acres of stores, offices and parking lots. In welcoming Eaton's to Polo Park, Mr. E. Leo Kolber, Managing Director Cemp Investments Limited, said: "We are particularly proud to have Eaton's associated with us in this venture because the Eaton family has for many, many years provided Canadians from coast-to-coast with unparalleled service and facilities, and their well known motto of "Goods Satisfactory or Money Refunded" has become not only a household expression but a way of life with all Canadians."



*Polo Park was a race track for more than a quarter of a century.*



*TV and radio star Fred Davis acted as master of ceremonies at the shopping centre's opening in 1959. Mr. Davis is surrounded by twins, triplets and quads, who took part in the festivities.*

# SAFE AT HOME

Being safe at home is a comfortable thought. But there're dangers around everyone's home. The prevention of home accidents is a challenging problem facing all Eatonians.

Safety in the home is just as much a part of the domestic scene as bringing home the pay envelope or cooking dinner.

Accidents happen all over the house; in all sorts of ways; and within all age groups. Some answers on the checklist may come easily. Others may surprise you. Turn to page 22 for answers.



- |    |  | True                     | False                    |
|----|--|--------------------------|--------------------------|
| 1  | If your washing machine consistently blows fuses, you should use a higher rated fuse.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2  | With modern devices it is not dangerous to use electrical appliances or light switches when your hands are wet.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3  | Instructions on medicine bottles are sufficient to guide you in the use of their contents.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4  | A pot with its handle parallel to the front of the stove is safer than one whose handle is at an angle with the stove.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5  | Oil mops and polish-soaked cloths should be stored in covered metal containers.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | In lifting a heavy object, use the strong muscles of your back rather than your knees.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | It is dangerous to empty loose dust into an incinerator.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | Get rid of slippery ice on your doorstep immediately with hot water.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Old medicines should be disposed of in the garbage pail.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | The best first aid treatment for an acid burn is butter.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | In lighting a gas appliance which is not equipped with an automatic pilot light, it is safer to light the match first and hold it over the burner before turning on the gas. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | After falling, always immerse injured limb in hot water.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | The way to revive an unconscious person is by administering a stimulant such as brandy.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | It is harmful to rub frostbite with snow.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Accidents in and about the home are considerably more frequent among men than among women.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | When pulling a plug out of a socket, keep fingers well up along wire away from plug.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | If a gasoline tank is full, it is reasonably safe to hold a lighted match or open flame near it.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | The best way to get rid of poison ivy is to burn it.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Glass containers, such as pop bottles, are best for storing kerosene, paint thinner and similar solvents.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | A food can, with only a slight buldge, is not safe to use.   | <input type="checkbox"/> | <input type="checkbox"/> |



# ROVING REPORTER



**NEW UNIFORM:** Port Arthur's Customer Accounts office staff gave their smart new royal blue blazers top marks, after their introduction last month. Seated, left to right, are: Gloria Archer, Carol Ashick, Sylvia Kuzek, Marcia Servais, Nellie Valley. Second row: Elma Shulist, Bonnie Paajanen, Lori Susak, Audrey McKenzie, Bertha Niemi, Elaine Finch and Marlene Figus. Third row: Ed Sullivan, Doreen Lund, Helvi Hopkings, Val Ferguson, Norma Humar and A. E. Jason.



**ACE SCORED:** Bert Farrant, Workroom Administration, describes to Betty Traswick, Sporting Goods, how he shot a hole-in-one at the Elmhurst Golf Course, May 5. He used a number two iron to score his ace at the 165-yard, 14th water hole. Witnesses to the feat were: Jim McKinley, Workroom Manager; Keith Perry, Industrial Engineering Supervisor; and Randy Stinson. Bert's final score was 81.



**BRIDE CONTEST:** Pat Harris, Swift Current, Saskatchewan, is Eaton's representative in a Bride Contest sponsored by radio station CKSW. Contestants are from local stores, and customers making purchases may designate one credit for each dollar spent, to their favourite bride, who is being married between April 1 and June 15. The bride receiving the largest amount of credits by June 15 receives \$500. Pat became Mrs. Norman Harris on May 18.

## Tom Kuzyk Wins Award



One of the youngest parcel delivery drivers in Winnipeg, Tom Kuzyk, was presented with the May Driver-of-the-month award. Tom, an 8-year man with the Company, has been commended on his pleasant manner and enthusiasm. The delivery office has received numerous telephone calls from customers praising Mr. Kuzyk's courtesy and consideration.



**NEW DIRECTOR:** Regina's Credit Manager Philip Koch was recently elected a director of the Credit Granters association of Canada.

1. False. Check with the electric Company to see that you are not overloading the lines with too many appliances. Provide sufficient fused circuits and do not use more amperage on fuses than that recommended by your electric company. When a fuse blows out it means that your load is too heavy or something else is wrong.

3. False. While instructing you in the use of the contents, medicine bottle labels do not always give the antidotes in case of overdose or in case the medicine is taken in error by someone other than the person for whom it was prescribed. Information about antidotes should therefore be posted in your medicine cabinet.

5. True. Metal containers should be provided for all inflammable materials, and, if possible, they should be stored in a clean area free of other combustibles. Don't let oil-soaked or polish-soaked cloths accumulate. Throw them away.

7. True. Loose dust emptied into an incinerator could blow up in your face, or cause a fire, or both.

9. False. Since children or animals may get at them in garbage cans, the safest way to dispose of old medicines is to empty bottles down the drain or down the toilet.

11. True. Do not turn on the gas before lighting the match, as gas may accumulate and cause an explosion when the match is lit.

13. False. Never administer a liquid to an unconscious person. A person who is unconscious cannot control his swallowing. Some of the liquid poured into his mouth may flow into his lungs and choke him.

14. True. Frostbitten tissue is easily damaged by rubbing of any kind. Wrap the part in warm blankets or soak it in lukewarm (not hot) water to thaw gradually while you are waiting for medical attention.

15. True. Metropolitan Life Insurance Company figures indicate that the home accident death rate among men was from 1¾ to more than twice that for women.

16. False. The safest way to pull out a plug is to grasp the plug itself rather than the wire, as close to the socket as possible.

17. False. It is never reasonable or safe to hold a lighted match or open flame near a full, partly full or empty gasoline tank.

18. False. The smoke from burning poison ivy is loaded with the oil that causes the rash. Use a chemical weedkiller, such as amino triazole.

19. False. Metal containers properly labeled are best for storing inflammables. If pop bottles are used there is danger that children may mistake the contents for soda pop.

20. True. Do not attempt to open canned food if the can is bulged on the sides or top. This indicates that bacteria have spoiled the food, and the can should be thrown away immediately.

[illegible]



# SERVICE ANNIVERSARIES

## 50 YEARS



Mr. D. Deally,  
Winnipeg Parcel  
Delivery,  
June 24.

## 40 YEARS



Mr. A. Lane,  
Winnipeg 70M  
Order Filling,  
June 5.



Mr. K. J. Potter,  
Winnipeg Polo Park  
Group IX,  
June 20.

## QUARTER CENTURY



Miss Helen Seniuk,  
Winnipeg Drapery  
Workroom,  
June 9.



Miss Florence  
Koche,  
Winnipeg  
Foodateria,  
June 10.



Mrs. Elizabeth  
Metcalfe,  
Winnipeg Telephone  
Services,  
June 15.



Mrs. Theckla Wall,  
Saskatoon Store,  
June 17.

During June one man will celebrate 50 years, four men will celebrate 40 years and nine men and women will celebrate 25 years.

In addition to those in the photographs are: Mr. S. Ashbridge, Catalogue Office Management, June 4; Mr. C. Butler, Brandon store, June 11 — 40 years.

Miss Florence Owens, Cash Services, May 27; Miss Robena Campbell, Catalogue Medical Services, June 7; Mr. T. F. Browaty, Winnipeg Furniture Assembly, Miss Carlie Carruthers, Wage Administration, June 21; Mr. Frank Lukovich, Winnipeg Furniture Workroom, and Mr. Alexander E. Jason, Port Arthur Store, June 22, — 25 years.

## Sports News

Watch for the results of recent sports events in the June Contacts. This tabloid will feature highlights from the Gopher-Broke rally and the fishing derby, as well as Division-wide bowling activities.

## Sales Contest Results

Agnes Hayworth, Heavy Goods Store, Kamloops, British Columbia, was the grand winner of the April In-Store Solicitation program. The Division-wide award winner received the top prize of \$75.

Some seven Eatonians were presented with the runner-up award of \$15. They were: Mrs. V. Pron-tack, Accounts Office, Port Arthur; Mrs. Grace Jensen, CSO, Cardston, Alberta; Mrs. Margaret Riel, Winnipeg store; Mrs. Eileen Ligett, Brandon; Mr. W. Maupin, Regina store; Mr. Wayne Steffen, Saskatoon store; and Mr. A. Sandberg, Heavy Goods Store, Melfort, Saskatchewan.

## Leisure Day Ahead

Best wishes to the following Eatonians on their retirement.

### WINNIPEG

Miss M. Renwick, Head Cash, 26 years of service.

Mrs. H. Turnbull, Draperies, 17 years of service.

Mrs. M. B. Asselstine, Sportswear, 14 years of service.

Mrs. A. E. Hourd, Caretaking, 14 years of service.

Mrs. D. Johnston, Employees Lunch Room, 10 years of service.

Mrs. M. C. Davison, Order Preparation, 8 years of service.

## contacts

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Ken Wright .....	Moose Jaw

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**"The only thing necessary  
for the triumph of evil  
is for good men  
to do nothing." –Edmund Burke**

**1729-1797**

**VOTE ON JUNE 25**